

## Mix marketing mix as a strategy to increase competitiveness and market positioning service companies

### Mezclar el mix de marketing como estrategia para aumentar la competitividad y posicionar el mercado en las empresas

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#### Abstract

Through an exploratory study with a mixed approach, scope and descriptive cross-sectional design, This research was Carried out in the context of the service companies established in Salvatierra, Guanajuato. and Their Communities, Achieving the objective Stated That Consist of presenting sufficient evidence to appreciate the relationship Between the variables subject to study (Mix of Marketing Mix, Competitiveness and Market Positioning). To carry out this research, it was Necessary to carry out a thorough consultation on the subject and the evolution of the application of the 4Ps (Mix of Marketing Mix) in the Organizations Until arriving at the analysis of the 4Vs through the documentary analysis of the 4Cs. Field information was Collected Directly from the entrepreneurs, through the application of a research instrument Consisting of 34 items and structured Likert scale the ACCORDING TO. The study subject is made up of 66 companies dedicated to offering salvage services. The analysis of the results is presented numerically and to close up commercial, a series of Recommendations is added With the intention of contributing to more competitive companies Having With greater market positioning to reduce Their early disappearance.

**Marketing mix, Competitiveness, Positioning, Market, Services**

#### Resumen

A través de un estudio exploratorio con enfoque mixto, alcance descriptivo y diseño transversal se llevó a cabo la presente investigación en el contexto de las empresas de servicios establecidas en Salvatierra, Gto. y sus comunidades, lográndose el objetivo planteado que consiste en presentar evidencia suficiente para apreciar la relación entre las variables sujetas a estudio (Mezcla del Marketing Mix, Competitividad y Posicionamiento de mercado). Para llevar a cabo la presente investigación fue necesario realizar una consulta exhaustiva sobre la temática y la evolución de la aplicación de las 4Ps (Mezcla de Marketing Mix) en las organizaciones hasta llegar al análisis de las 4Vs pasando por el análisis documental de las 4Cs. Se recopiló información de campo directamente de los empresarios, a través de la aplicación de un instrumento de investigación conformado por 34 ítems y estructurado de acuerdo con la escala de Likert. El sujeto de estudio está conformado por 66 empresas salvaterrenses dedicadas a ofrecer servicios. El análisis de los resultados se presenta de manera numérica y para concluir se agrega una serie de recomendaciones con la intención de contribuir a tener empresas más competitivas y con mayor posicionamiento de mercado para disminuir su desaparición temprana.

**Marketing mix, Competitividad, Posicionamiento, Mercado, servicios**

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## Introduction

In the age of information where they are immersed organizations, not just an intangible product of high quality and required by the customer, it is necessary to differentiate and manage to be the first option in the preferences. Therefore, accomplish this service speaking the picture is further complicated because the characteristics of an intangible product characteristics make it difficult to achieve competitiveness and differentiation of services. Therefore, in the environment of globalized markets, the marketing mix has become a management and first-order function and is inclined to a philosophy of service according to the tastes of users and the company is concerned about increasing satisfaction, which translates same value.

So then, it is important that service organizations consider as a starting point the needs, desires or problem that the consumer attempts to resolve the purchase or acquisition of a service. The premise behind this research is precisely the multifaceted combination of elements that organizations use to satisfy customers and achieve increase their competitiveness and market positioning, while offering intangible products suited to the needs of the target market, provide personalized care based quality, image conscious as an organization care about the whole process of service delivery, set prices according to economic possibilities of its target market, communicating with advertising purchase locations and conditions thereof,

To carry out this investigation, it was first asked about the background that marked the evolution in the application of the marketing mix Mix in organizations, so that 3 phases were identified in the evolution of it. This survey based on literature sources start with the analysis of the application of the 4Ps, until the analysis of 4Vs, including the analysis of 4Cs finally detail the marketing mix applied to services thereof comprising seven elements. With a clearly identified target will be continued with the theoretical analysis of concepts such as competitiveness and market positioning for this post complement the study with field research in companies subject to study.

He was then carried out to determine the size of the sample and proceeded to the collection of information by applying a questionnaire to managers or administrators of organizations subject to study as a key decision-organizational business decisions service. Equally important was the analysis of the information collected, same numerical evidence showing the relationship between the variables subject to study and shown in the results section. To conclude that the positive impact of the application of the marketing mix Mix competitiveness and market positioning is inferred, accepting the research hypothesis raised and widely fulfilling the objective established research,

## Problem

The salvaterrenses entities like most Mexican companies suffer from similar problems, only if we talk about small and medium-sized organizations the problem is on a smaller scale. To name a few; you have problems with internal control not only to make decisions, but to correct the lack of indicator systems and assessments that enable them to identify in a timely manner if it is meeting the goals and objectives, there are too vertical hierarchies, so that decisions are centralized. They also have problems of low competitiveness, underfunded, little or no planning, poor customer service and a very vulnerable reputation with its public, for being communities where word of mouth communication predominates, the reputation of a business can destroy it in a moment. Added to the above, it must service companies often do not train their staff do not plan their sales or markets, or objective, just care about making momentary sales. This may work in the short term but does not make them efficient and competitive and fail position in customer preference and eventually disappear early.

Another major problems salvaterrenses companies is the lack of advice on the implementation of the TICS that is new in the business world, as we have companies applying business models of years past and this causes companies to be less efficient and less competitive. In addition, many do not have well-defined mission, vision and know your target and where they go as an organization.

In addition to the above, there are service companies where the philosophy of the employer itself limits competitiveness, market positioning and growth of your organization, it dominates its decisions ignorance, mistrust and a limited judgment and conditioned to accept help and professional advice.

It seems that employers go unnoticed that currently companies that do not use marketing strategies to make themselves known and to position lose visibility in the market and lose customers, because the application of marketing not only creates needs, also facilitates interaction due that people no longer just go to stores to buy what they recommend, query and reporting, so achieve grab the attention is only the first step. Therefore, it is important to note that companies need to be competitive, to maintain profitability and market position, otherwise it will fail.

Fischer & Mirror (2011)Warn that initially in Mexico industries facing shortages will not find easy the task of marketing, because although executives remain on the idea: Why spend money on marketing if we can produce everything sold ?, the reality is that the real problem is to sell products, not produce them; however this principle is something you do not understand organizations. Moreover, competition between organizations is intense in tangible and intangible domestic products, so companies must be vigilant to implement marketing programs that are aligned to the changes occurring worldwide.

It is important to note that 94% of companies established in Salvatierra fall within the classification criterion presents NAFINSA (2017) companies in small and medium where usually the owner has a preparation of technical level and who for organizational purposes serves as the administrator and sadly at the end of the day the only thing that gives you satisfaction is to achieve sales, leaving aside channeling efforts towards increasing their market position and strive to be a more competitive company and achieve sustained. In addition to the above,

### Research Questions

- Are the marketing mix variables influencing competitiveness and market positioning service companies established in the municipality of Salvatierra and their communities?

- How the application of marketing mix strategies impelled increased competitiveness and market positioning of companies established in Salvatierra Gto. and their communities?

### General Purpose

Argumentatively describe the relationship between the implementation of strategies Marketing Mix and competitiveness of service companies established in the municipality of Salvatierra, Gto.

### Specific objectives

- Diagnose the current situation that exists within companies salvaterrenses services through the analysis of information collected through a questionnaire.
- Check whether the application of marketing mix strategies applied by companies affects their competitiveness and market positioning.

### Rationale

The present study will provide relevant information on the application of marketing mix strategies to generate competitive advantage in organizations thus contributing to reduce early disappearance of them. Similarly, the numerical analysis of the information collected in the field research, where the incidence of the implementation of marketing strategies on competitiveness and market positioning is displayed is provided. With this, reliable and supportable basis are provided for entrepreneurs to make the decision to invest in the implementation of new marketing strategies that provide benefits such as increased competitiveness and achieve increased its customer base by generating higher profits in the short and long term.

Implementing actions based on the mix of marketing mix will allow inclusion, proximity to customers, greater awareness of the services offered by the company, have always updated tastes information and customer preferences, know in detail the needs and desires most pressing of users, etc ..

This in order to restructure if the business model currently applied to achieve greater market share and promote the growth of the organization is necessary.

In short, and with the intention of highlighting the impact this study, it is possible to mention that in applying marketing strategies the company image will be enhanced, internal (employees) customers will promulgating a positive image of the organization, all those requiring the services will be better informed of the main competitive advantage of the company, users will know the different alternatives of services offered and payment options that the company, so the chances of getting loyal customers will increase. Also, increase your sales and thus their revenues, companies will have higher performance and lifetime as an organization will increase its permanence in the market.

### Scopes

The study is exploratory and descriptive, and through the inductive method analysis of the marketing mix with a focus on joint research is done, to make conclusions documentary information on the subject and numerical analysis of information obtained directly from considered context study of the companies involved in the investigation. the marketing mix, under the approach of considering this set of operational means as ways of serving the customer is analyzed.

As a subject of study were considered to 66 service companies established in Salvatierra, Guanajuato. and used as a structured instrument with 34 items and observing the Likert scale from 1 to 5 questionnaire, where 1 is strongly disagree and 5 strongly agree. It is important to note that the service companies that are established in the context of the study are mostly small and medium-sized and have very specific characteristics to be considered to carry out a study of them.

### Review of Literature

#### Mix Marketing Mix

With arguments Baker (2003)The need to recognize the limits of the impact of marketing strategies on competitiveness and market positioning, because if wrongly dimensioned the scope and benefits credibility is lost in its application, is highlighted on the contrary if plans objectively what can itself and can not be achieved with arguments well grounded in research, considering the unique conditions of companies and their environment will be achieved not only a temporary advantage, if not permanent longer. He points out that what should companies do is to identify generic patterns in the process of market developments that give guidance on how they can think and thus appropriate frame for developing marketing strategy questions.

Considering investigations Fischer & Mirror (2011)Disclose that marketing activities contribute directly to the sale of the products of an organization, creating opportunities for innovations in them, allowing fully meet the changing needs of consumers, which the company will be reflected in higher profits. Externally the results of these activities contribute to the welfare and survival of an entire economy through the purchase of raw materials, new hires employees and attracting more capital. Seen from a philosophical stance dyes Kotler & Keller (2009)Describe the marketing mix as an attitude, an attitude and a way to bring business-customer relationships. Orient four approaches: production, product sales and marketing. In turn it is shaped by the actors and forces that affect its ability to develop and maintain successful relationships and transactions with its target market, which is divided into micro environment and macro environment.

Baby & Londoño (2008), Say the use of the 4 P's (Price, Product, Place and Promotion) proposed by McCarthy in the late 1950s, has managed to stay until today. It is seen as a process of planning and executing for the product, price, promotion and distribution of ideas, goods and services by creating satisfaction of the particular objectives and other organizations, in an exchange relationship.

In 1967 Philip Kotler defines the model of the 4Ps: Product, Price, Place and Promotion. In this approach, a positioning strategy was to find answers to 4 key questions: What product throw? At what price? What market? What communication?

#### **4Cs in marketing**

Over time the basics (4Ps) have been the cornerstone of any successful strategy. However, in 1990 Robert Lauterborn He raised the concept of the 4Cs grounds that are more adjusted to reality. This approach gives about 180 degrees. What was once the product is focused on the customer. What was once the price now gives more importance to cost. What was once the distribution (square) now takes into account the convenience and promote instead must know how to communicate. 4C marketing, intended to generate dialogue with the customer, saying that this is more than a product receiver.

#### **The 4Vs in the new digital marketing mix**

The new digital marketing mix according to Kotler and Armstrong (2012) is constantly evolving, so much so that the 4Cs have already switched to the 4Vs and in this the most important new marketing is to deliver value and always present when the market needs it. Below are the 4Vs:

1. Customer product and customer validity  
The product not only must be customer focused in general. One product line must be valid or related to different targets (public). You have to plan big but think about the detail.
2. The cost price itself, but now your customers also ask you VALUE

Now what do you think your customers would say if you ask them how much they are willing to pay for your services or products? Depending on the target people are more aware of the value of things or services. Therefore they are become more demanding. On the other hand, the competition is getting tougher time there is to offer a differential value that makes your customers will choose you over the competition

3. Distribution of convenience and now the VIRTUAL PLACE

The online world is becoming more and more everyday. It is already inherent in the daily lives of people. In fact any purchase you want to do, you may have previously informed of the product from a web. Not to mention that probably end up being buying online. In other words, the store comes to you, no need to move you from home to buy whatever you want. You could say that the physical store is secondary

4. Promotion of communication, now it is virality

We must not only know how to communicate by offering value to your audience and bidirectional and interactive way, what we call Communication 2.0. We also have to think one step ahead. It should be considered that the user would like very much what you tell, so that they can spread on their own, share and recommend doing an effect of "Virality". Thus the content you offer spreads in the online environment reaching more people exponentially.

#### **Marketing mix applied to utilities**

Service firms establish their positions through traditional activities of the marketing mix mix. However, because services differ from tangible products often require additional marketing approaches.

The mixture marketing mix needed to be modified and adapted to services because the marketing mix best known in the literature is referred to the combination of 4 variables, better known as the 4Ps and are widely used in marketing of tangible assets. To apply the marketing mix Mix in services add three additional elements forming a combination of seven elements thereof which are: product, place, price, promotion, people, process and physical evidence (Kotler, 2012).

On the other hand, considering the Fischer, Mirror, Stanton, Walker, & Etzel authors (2007) the following statements are presented:

Product

They argue that product development refers to the precise terms of what the customer needs, so they may occur immediately or as a result of innovation in product development is important elements such as market requirements phase product life-cycle management, the organization stage (introduction, growth, maturity, decline), financing conditions, expected benefits of investment (can apply a cost-benefit analysis) is located.

### **Price**

You can conceptualize price allocation as a set of activities related to purchasing make an impact on customers, which in turn must conform to three needs: customers, organization and market.

### **Square**

Distribution refers to bases in which way a product reaches the consumer is established; These exchanges are between wholesalers and retailers, plus it is important to care for materials handling, transport conditions, storage to help the product to maintain an optimal price, in the best place and the shortest time.

### **Promotion**

In the words of Fischer et al (2007) described the promotion as a set of activities aimed at raising awareness of the product to the consumer, must persuade customers to acquire items that meet their needs. Besides the promotion it is not limited to the mass media, including brochures, gifts and samples to name a few. It is necessary to combine promotion strategies to achieve the objectives, including sales promotion, advertising, public relations, etc.

Moreover as mentioned Kotler and Armstrong (2012) there are presented below 3 elements added to the mixture of marketing mix of the 4 Ps.

### **People**

As intangibility and inseparability of the person who provides are key features on services, staff is a key factor in differentiating them and to achieve this it is necessary that employees perform their work in an efficient manner.

### **Processes**

There is great consistency in the provision of services, therefore it is necessary for companies to deal with Logar differentiation processes implemented to provide the service. When we talk about processes in service organizations, it refers to mechanisms or routines that continue to perform the service and that somehow influence the quality.

### **Physical evidence**

Moreover Kotler and Armstrong (2012) refer to physical evidence as local, accessories, color, goods associated with the service, physical context and not physical, etc .. In general refer to anything that might help shape perceptions that customers have service.

From the above we can summarize that internally the company must provide the conditions for effective processes and must be based on the design of the organization and its planning and control.

### **Market positioning**

According to Kotler and Armstrong (2003), positioning in the market means making a product to occupy a clear, distinctive and desirable place in the minds of target consumers, relative to competing products. Likewise, they note that to help achieve market positioning service companies was first recommended to carry out the determination of the target market and make market segmentation.

### **Competitiveness**

Porter (1990) It stresses that microeconomic and macroeconomic dimensions is complemented in the same, which in turn are conditioned by elements affecting its environment. On the other hand it warns that it is possible to understand competitiveness as the ability to increase or sustain their market shares, therefore the two terms are related.

The same Sunol (2006) thus finds that the elements grouped in the diamond of competitive advantage (factor conditions, demand conditions, strategy, structure and rivalry of companies, related and supporting industries)

Porter observed from a analytical perspective, indicate that firms establish linkages with buyers, suppliers and other organizations, either as there are common features or related, or, complementarily interests.

### **Importance of the implementation of marketing strategies**

According to Kotler & Armstrong claims (2003), companies that adopt and apply strategic marketing have increased their market orientation. However, they require information about customers, competitors and markets, examining the information obtained from an integrated business perspective capable of generating value to customers and maintain mutually satisfying relationships with them. On the other hand, they point out that marketing today means creating customer value and establishing profitable relationships with consumers and users by inference to the implementation of the 4 Vs.

### **Characteristics of service companies**

Considering the information Kotler and Armstrong (2003) background characteristics that are specific services are:

1. Intangibility. They are not objects, are the result of a certain process
2. Inseparability. All at once, most delos services are produced and consumed simultaneously.
3. Heterogeneity. Hard to always provide the same quality. Each service is unique.
4. Expiration. Services can not be stored in an inventory, if not sold, they are lost.

### **Methodology**

To carry out this study, it was first necessary to define the generalities of research, to post it conduct a comprehensive review on the subject in literature sources to substantiate the issue. Then we regard to study method is presented and mentions that is a mixed approach cross design and exploratory and descriptive scope.

Then it was necessary to determine a representative sample of all service organizations established in Salvatierra, Guanajuato. to proceed to gather information directly from employers and a numerical analysis that would translate the results and conclusions.

### **Determination of the sample**

With information obtained in December 2017 at the website of the Mexican Business Information System (SIEM), it must be in the context of study have 4406 registered organizations. However, only 38% represents service companies, therefore we have 1674 companies that make up the universe.

To determine the companies subject to study, the formula for determining the sample for finite total of utilities stocks was applied, considering a universe of 1,674 organizations, 90% confidence level and a margin of error of 10%, remaining sample formed by 65 companies under study.

### **Application of the formula**

$$n = \frac{Z^2 p \cdot q \cdot N}{N e^2 + z^2 p \cdot q} \quad (1)$$

$$(1.65)^2 \times (.5) (1 - 0.5) \times 1674$$

$$\frac{(1674) (.1)^2 + 1.65^2 \times (.5) (1 - 0.5)}{1674 + .6806} = \frac{1139.36}{17.4206} = 65.40$$

$$\frac{1139.36}{16.74 + .6806} = \frac{1139.36}{17.4206} = 65.40$$

$$n = 65$$

When performing the collection of information was applied as the sole criterion for exclusion to organizations that were resistant to provide the requested information and as an inclusion criterion to all those that are part of the universe and that closeness and comfort researcher obtaining facilitated of the information.

### **Variables**

#### **Dependent variables**

- Competitiveness

- Market positioning

### **Independent variables**

- Mix marketing mix (Price, Product, Place and Promotion, People, Process, Physical Evidence).

### **Hypothesis Approach**

**Hi.** Service companies applying marketing mix strategies, are more competitive and more market positioning companies.

**Ho.** There is insufficient evidence to state that the application of marketing mix strategies affects the competitiveness and market positioning service companies.

### **Research Instrument**

The instruments used for collecting information were unstructured observation and implementation of a structured according to the Likert scale questionnaire. The instrument consists of 34 items that inferred indicators the above variables and the response options being 1 to 5. where 1 strongly disagree and 5 strongly agree, while 2 makes inference disagreement, the 3 neither agree nor disagree and 4 agreement.

### **Results**

In general, according to field research may then present evidence numerical analysis of the information collected.

Regarding the items that refer to the product must be 85% of the companies surveyed if they have a brand, logo or slogan that distinguishes them to offer their products, however, 91% does not apply innovation constantly and 87% have not developed new services in the last year.

Regarding the analysis of competition and the perception of managers 81% say they are not always the first to introduce new products to market and consider fully agree that there are distinguished by the quality of care to clients at that competitors are positioned quickly.

94% mentioned that their biggest concern is short term and dealing with daily sell you need to cover their costs. 90% mentioned that they can not consider the needs of customers because making a change requires investment, however, when trying to perform simple modifications are required immediately, but this represents only 19% of the time.

80% mentioned that often is not possible to improve the price of competition because they are unaware or because it represents a cost and sacrifice profits that allow them to survive. However, 91% mentioned that if they change in price according to the amount of services purchased by customers. 54% also mentioned that apply pricing strategies considering the method of payment (cash or credit).

Regarding the distribution is that 86% of companies mention that if they consider important to introduce innovation in your organization, but it is very complicated and expensive, however agree that if they strive to comply in a timely manner.

As for how it influences promoting competitiveness and market positioning has to be 31% of the companies surveyed mentioned that leverage communication tools at their disposal to promote their products, however, 86% say they have no responsible for monitoring the results of the promotion strategies of service. Similarly, 88% say they do not record the benefits generated after conducting an advertising campaign, but say if they perceive changes and a slight increase in sales the first few days, however, they have not basing with numeric data .

57% of companies mentioned that performs traditional media advertising such as flyers, cardboard and tarps outside the establishment and early days if customers have increased. Regarding the above 73% say they direct their advertising and promotion to the public and not specifically to the target market and 60% say they do not know whether advertising reaches its market segments.



As for the element of the marketing mix called "personal" information on training addressed to the service provider staff and 88% mentioned that they were only given training upon entering the company was gathered. 82% it considered important for the competitiveness of the company to employees and care about the care they provide.

Regarding the process it was questioned whether there is variation in the way the service is provided. 25% mentioned that the usual routine is always the same and 94% indicates that no innovations are made by the scarcity of financial resources.

Regarding the last element of the marketing mix (physical evidence) we have that 97% of managers mentioned fully agree that it is important the image as a company have to society, however, only 27% They deal to generate an image to draw the attention of public and worry about taking care of the external environment.

## Conclusions

According to the information provided by managers and after conducting an exhaustive review of the literature addressing the issue presented here, it can be said that companies salvaterrenses hotel-business models where the main concern is sales, not dimensioned in perspective the importance of implementing marketing strategies to achieve greater competitiveness and market positioning. In short, by the above and according to information from field research it was possible to know the strategies that companies apply and verify that those organizations that have more time to market and customers easily identified are implementing strategies mix marketing mix.

Reciprocally the objective described at the beginning of the investigation and the hypothesis was reached is accepted as service companies that apply the marketing mix strategies are businesses more competitive by associating this term with their stay in the market because analysis numerical proves it. Furthermore, arguments can appreciate the relationship between the application of marketing mix strategies with the market positioning service companies are presented.

Evidence that companies implement strategies salvaterrenses services if the marketing mix mix was found, however, in the words of the managers themselves are complicated to follow, therefore, this is an area of opportunity.

Similarly, considering the information reflected in the results and in the preceding paragraphs, there is evidence to say that service companies subject to study require more than just the application of the strategies of traditional marketing mix oriented outside, it is advisable to apply the three elements that complement the mix of marketing mix because it service companies (personnel, processes, physical evidence) and guide all internal actions to the outside, besides giving appropriate follow-up to have long-term results.

Equally important, you should always keep in mind that the main strength of service companies must be in its workforce (employees) especially in personnel who have direct contact with the customer, so that channeled all work efforts as a team to provide customer satisfaction.

It is also recommended to incorporate innovation in processes, guiding the approach to long-term results in decision-making, a detailed analysis of the cost-effectiveness of marketing strategies and accept that a competitive and high ranking company in the market in addition to generating high yields, allow you to have a company with organizational resilience willing to face the adversities of competition and intone. Finally we conclude by recommending companies that seek to make services salvaterrenses service differentiation generating a competitive advantage in the quality and attention, increase service productivity with well-trained staff creating and offering value to the customer without excluding the excellent service in the same service offered.

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